

Arbitron PPM Weeklies Sample Distribution Report
Geography: Houston-Galveston-METRO

Survey: 07/26 - 08/01/2007
(AUGUST WEEK 1)

Market: Houston-Galveston

	AVG Daily				AVG Weekly			
	Est AVG Daily Pop	Est AVG Daily Pop % P6+	AVG Daily In-Tab Sample	% Unwgt. AVG Daily In-Tab Sample	Est AVG Weekly Pop	Est AVG Weekly Pop % P6+	AVG Weekly In-Tab Sample	% Unwgt. AVG Weekly In-Tab Sample
Total Persons 6+	4,980,200	100.0	1189	100.0	4,980,200	100.0	880	100.0
Total Persons 12+	4,491,100	90.2	1065	89.6	4,484,500	90.0	794	90.2
Hispanic Persons 12+	1,364,800	27.4	308	25.9	1,363,900	27.4	225	25.6
Hispanic Persons 6+	1,566,200	31.4	364	30.6	1,565,400	31.4	270	30.7
Black Persons 12+	730,000	14.7	197	16.6	729,200	14.6	138	15.7
Black Persons 6+	824,900	16.6	225	18.9	826,700	16.6	153	17.4
Teens 12-17	455,800	9.2	121	10.2	435,900	8.8	80	9.1
Persons 18+	4,035,300	81.0	944	79.4	4,048,600	81.3	714	81.1
Women 18+	2,017,400	40.5	506	42.6	2,016,900	40.5	392	44.5
Women 65+	257,100	5.2	60	5.0	251,700	5.1	53	6.0
Women 55-64	302,000	6.1	73	6.1	313,600	6.3	64	7.3
Women 50-54	194,800	3.9	54	4.5	190,500	3.8	41	4.7
Women 45-49	191,300	3.8	58	4.9	186,600	3.7	49	5.6
Women 35-44	406,400	8.2	113	9.5	405,500	8.1	84	9.5
Women 25-34	402,100	8.1	93	7.8	401,800	8.1	64	7.3
Women 18-24	263,600	5.3	55	4.6	267,300	5.4	37	4.2
Women 12-24	501,800	10.1	119	10.0	496,500	10.0	80	9.1
Girls 6-11	231,200	4.6	59	5.0	250,000	5.0	44	5.0
Men 18+	2,017,900	40.5	439	36.9	2,031,700	40.8	322	36.6
Men 65+	201,600	4.0	40	3.4	208,700	4.2	36	4.1
Men 55-64	232,200	4.7	54	4.5	244,800	4.9	45	5.1
Men 50-54	223,300	4.5	60	5.0	221,100	4.4	50	5.7
Men 45-49	221,400	4.4	51	4.3	211,500	4.2	34	3.9
Men 35-44	426,000	8.6	91	7.7	428,700	8.6	69	7.8
Men 25-34	433,200	8.7	85	7.1	428,700	8.6	54	6.1
Men 18-24	280,100	5.6	57	4.8	288,200	5.8	34	3.9
Men 12-24	497,700	10.0	115	9.7	494,900	9.9	71	8.1
Boys 6-11	258,000	5.2	65	5.5	245,700	4.9	42	4.8

Arbitron PPM Weeklies(tm) Software has not been accredited by the MRC and Arbitron has not requested accreditation for this version of the software. Exported reports from the Arbitron PPM Weeklies are not accredited by the MRC.

Data © 2006-2007 Arbitron Inc. All Rights Reserved. For use only pursuant to a license from Arbitron Inc. Subject to the limitations and qualifications disclosed in the data and reports.